

We wish to again direct the at-tention of El Paso men and women to the manifold advantages in trading at this store. First there is the important advantage of economy. To economize by patronizing this insti-tution is a fact that has no doubt become firmly fixed in the minds of hundreds in the short time we have occupied

The second and all important advantage is doing your shopping in a perfectly safe build-

A summary of recent newspaper accounts in which lives have been lost by the score in old buildings not provided with proper exits and other modern facilities should appeal strongty in favor of this store.

Here is a strictly modern and up-to-date store in a fireproof "class A" building and offering values every day that are un-approachable by any El Paso



Merchandise Certificates-

FOR the convenience of those of our patrons who are I uncertain as to the proper presents to purchase we are issuing MERCHANDISE CERTIFICATES to any amount and good at any time. ——To Our Charge Customers—

A N accommodation arranged for your convenience, You may, on request, have your December pur-chases entered on January bill, payable February 1st.

EVERYBODY'S

Christmas Candies-

ORDER a box today. It is none too early for Christmas and you can have it put in one, two, three and five pound boxes to your order. Finest chocolates at 50c a lb.

> Leave Your Orders for Xmas Wreaths With Berries. Ready Monday, Dec. 20.

LINENS THIS is a department that has been making vast preparations for the holidays and you should not neglect a visit Monday while on your shopping excursion down town. It is a pleasure to buy

See Our Xmas

prices so very reasonable. Luncheon Sets \$3.95 Dainty Mederia luncheon sets of thirteen pieces, beautifully hand embroidered and finished

linens here as our assortments

are so comprehensive and our

with scalloped edges.

Guest Towels Genuine Maderia linen and hand embroidered guest towels. Priced here at \$1.25, \$1.50, \$1.75 and \$1.95.

Bath Towels Fancy bath towels in a most complete assortment. Soft and absorbent towels at 25c to 75c

## Christmas Ties

Two Big Lots-85c and 49c



WE wish every man in El Paso could see and carefully inspect this new line of Christmas neclywear we are now showing. Not the ordinary old picked over patterns but bright new goods that have only been in the store a few days. Large flowing end four-in-hands in handsome stripes and snappy pat-

Limited Number

of Xmas Trees at

\$1 Including Base

Orders Taken Up

To the 18th Inst.

None Delivered.

Values to \$1.50 at 85c Values to 75c only 49c

Wemen who are looking around for suitable gifts for their friends are most cordially invited to inspect this line of neckwear. Ties put up in fancy Christmas boxes if you wish.

## Xmas Jewelry Suggestions Toys, Dolls and Games

If You Give Jewelry You Are Sure to Be Right

La Valliers

HERE is something that is always acceptable as a gift. Solid gold La Valliers set with various stones. Very neat and attractive. Some set with real diamonds. \$2.95 to \$15.

La Valliers

These are gold filled but will give long and satisfactory service. Some are set with cameo or pearl drops. Priced at 50c and 95c.

Mesh Bags

Made of genuine German silver reversible mesh. Beautifully lined. Very smart and service-able. Priced \$2.50 to \$12.



Gold Bracelets \$4.50

THE new and much sought 1 "Miss Simplicity" gold bracelets. They are solid gold and real attractive. Set with pretty stones. Very attractive.

Filled Bracelets

These are hand engraved and nice bright finish. Gold filled but will wear for years. Guaranteed for five years. \$2.50 to

Bracelet Watches Genuine sterling silver bracelet watches. Made with real Colonise tops. Genuine Swiss

movements. Price \$30. Fancy shapes.

Dressed Dolls, values to 

20-inch Kid Dolls, values 

\$1.25 "Hug Me Kiddies". . 95c

### Bath Robes For Chistmas



tractive assortment of hand-some bath robes than we are now showing. Then they are so reasonably priced too.
Nearly every rich color and
every conceiveable pattern,
gorgeous Japanese floral and figured designs that are bewildering in variety. Just the thing for gifts. \$4.95, \$5.95 and \$6.95.

Dainty Tea and Sewing Aprons Now what would be more

appropriate and acceptable for a Xmas gif. than a pretty little sewing or tea apren. Any lady would be more than pleased with these novel little gifts. So delicate and refined. Priced special for Monday

50c, 39c, 79c, 95c.

Matting Boxes

Very substantial and useful. Heavy matting boxes trimmed with split bamboo. Suitable re-

ceptacles for shoes, skirts and other belongings. Priced \$1.25 to

cate garments while stored in these. The only safe manner of

storing your valuable raiment, besides they are very convenient as

seats where your dressing room space is limited. Choose one of

these for a Christmas gift Monday. Priced here, \$10.75 to \$25.00.

Xmas Stamped Goods

Children's Dresses Only 25c

MOTHERS should not overlook an opportunity to

tle time at intervals you may accomplish wonders with

your croches outfit. Here are the new floral designs and

other patterns. A good range of sizes too.

Towels at 50c

buy these pretty little dresses at 25c. With a lit-

New Rag Rugs

A new shipment of these practi-

cal and attractive little rugs.

Pretty designs in pink, blue and

green combination. Also "hit or

Tea Cloths 25c

miss" patterns. 50c to \$10.75.

# Suits, Coats & Dresses

An Apparent Economy Evident In Every Garment Shown

A BEFORE the holidays sale of high class garments. Values that will appeal to the woman who is seeking an opportunity to economize on her Christmas purchases. Visit our Third Floor Monday.

New Dresses \$9.95

LADIES' FANS

Bich silk gause fans, many with band painted floral ef-fects. Others span-gled and Battenburg trimmed. Carve d ivory frames. Friced 82 to 83.50.

THESE dresses are very pretty and were never intended to sell at or near this price. Many of them are priced regularly to as high as \$19.75. Some are of wool serge, others of panama cloth. Then there are pretty evening dresses in various silk weaves and very rich colors.

Evening Dresses \$19.75

Extremely smart styles and materials. Beautiful silks including rich crepe de chine, charmeuse and other weaves. There are the most alluring colors and the styles are the equal of gowns selling for much more. Then there are handsome street dresses of wool materials. Values to \$35 at \$19.75.

Smart Suits \$19.75

THERE are values in this lot of suits to as high as \$35. Many of the smartest models we have seen this season are included. Suits of poplins, serges and gabardines in black, navy, green and brown shades. Loose backs and new belted models as well as plain tailored suits. Choice \$19.75.

Winter Coats \$12.75

In this assortment are coats of fancy mixtures, others of zibeline, pebble cheviots and other wanted fabrics. Then there are large handsome plaids that are now being extensively worn from coast to coast. Some have the deep convertible collars so much in vogue now. Any coat \$12.75.



#### CEDAR CHEST, \$10.75 to \$25 Fragrant and Useful Stationery & Brass S WEET as a breath from the forests of Tennessee from whence they came, these Cedar Chests. No insects will molest your deli-



Doloris & Crane's Stationery, box 50c THE Doloris Linen Stationery, finished with deli-

Desk Sets \$5.50 |

cate blue edge. Long shaped envelopes. Also Crane's Scotch plaid in pure white. New and very fine quality. Choice Monday at 50c a box. Library Sets

Blotter with brass cor- Beautiful brass library sets including paper knife ners, brass ink well, calendar, paper knife and and scissors put up in

pen tray. Five piece set red leather cases, Priced complete at \$5.50. 95c to \$1.95.

Italian Silk Underwear SPECIAL PURCHASE

LARGE SAMPLE LINE THIS represents a manufacturer's sample line that we purchased at a tempting figure. Some of these pieces may be slightly soiled from handling but at the prices we are quoting you can not well overlook the savings. Specially priced. Unusual savings.

\$2.25 VESTS \$1.25

Women's fine Italian silk vests. Finished with crochet beading. Reinforced under arms. \$2.25 v.lues

\$2.50 VESTS \$1.69

\$2.50 VESTS \$1.69

\$4.50 VESTS \$1.95

Women's fine Italian silk vests. Well made and very serviceable. Daintily and they are as good as ever. Hand embroidered.

\$2.95 BLOOMER \$1.95 Heavy Italian silk bloom black. Well made with strong elastic at knee.

#### For \$1 a Pair Women's plain and fancy silk hose. Good heavy silk well re-Here are children's pure silk bose in excellent weight. Reinforced heel and toe. Black,

Xmas Stockings For 50c a Pair

inforced where the wear cor the hardest. In gift boxes at \$1.

white only. At 50c. For \$2 a Pair These are regular \$2.50 values, They are extra heavy weight and will give perfect satisfac-tion. Priced special at \$2.

For 50c a Pair Men's all silk socks that will look well and wear long. Medium weight with reinforced beel and toe.



HORDES AND HORDES OF THEM HERE NOW.

25c Red Tables, only ..... 19c | 50c "Hug Me Kiddies" .... 39c \$1.50 Wash Sets, only .... 95c Any 25c Doll Monday .... 19c Dressed Dolls, values to

\$2 at .....

Bring the Little Ones Here Monday

Mechanical Train Sets . . . \$1.20 | Toy Aluminum Sets . . 75c & \$1 Hill Climber Street Cars

Bungalow Building Blocks, Set of Doll Furniture, Mon-

Well Made Velocipedes. \$3.25 Collapsible Gocart, Monday Doll Carriage, rubber

Box Cars, with Wooden. 

Swing, Ironing Board and \$2.50 Baby Sulkies ..... \$1.69 Nickel Drums with sheep

skin tops .....\$1.50 Carpet Sweepers that sweep .....



## Delicate Pertumes For Xmas





Handkerchiefs 25c

Women's crepe de chine silk handkerchiefs.

Very dainty and neat. Some have embreid-

## Handkerchiefs and Neckwear

Box of Three at 50c

WOMEN'S dainty Hemstitched Handkerchiefs with neat embroidered de- ered corners. Colors are lavendar, yellow, broidered figures. In gift boxes of assorted colors for only 50c the box.

Box of Three 57c

Children's pure linen handkerchiefs put up in pretty Christmas box and embroidered in cute little nursery rhymes. Very dainty colors and all hemstitched. Box of three for 57c.

Neckwear at 50c

Women's pretty little collar and cuff sets of white organdy. Very attractive styles in Dutch neck effects. We are featuring these for Monday at only 50c.

And Neckwear 25c

Then we are also offering women's collar and cuff sets and vestees in both high and low effects at 25c. Then there are single collars in good styles at same price.





Visit Our Basket Department WHILE doing your Monday shopping it will be well worth your while to inspect our line of pretty baskets. A complete assortment of sweet grass baskets in all shapes and sizes. Some for handkerchiefs, some for gloves and others for sewing baskets. Priced toc and up. SWEET GRASS MATS—We are olso featuring grass mats and bottoms which make up into pretty bugs, needle cases and whisk broom hold-

